



"Linked Open Apps Ecosystem to open up innovation in smart cities"
Project Number: 297363

Deliverable:	D8.5 Dissemination tools: e-newsletter-4
Version:	1.3
Delivery date:	31/07/2014
Dissemination level:	PU
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Summary

This document focuses on the communication and dissemination tool newsletter. 4th iCity newsletter has sent to all iCity Project members or anyone who are interested on the project in order to keep them updated of the project. In this submission, there still are the improvements that we saw in the last one: an expanded database which allows sending the Newsletter including: Consortium members contacts (Barcelona, Genova, Bologan and Private organizations); IT partners (IT SIG's, companies, developers); iCity networks (SIG's, piloting group); Information Systems owners and managers; Dissemination contacts (media, events, IT institutions); Others (experts, prescribers); still available on the iCity website an historic shipment for web visitors and the form to register voluntarily to the iCity newsletter; finally, as we announce in the last deliverable, the newsletter is going to be sent monthly instead of quarterly. Most of the Newsletter content is about iCity Network information and how are they involved into the project.

DOCUMENT HISTORY

Version	Date of issue	Status	Content and changes	Modified by
0.1	24/07/2014	Draft	Draft version	Fina Sala
0.2	28/07/2014	Final	Final version	Raluca Ciungu

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Abbreviations and Acronyms

Acronym	Description
WP	Work Package
SIG	Special Interest Group

1. Newsletter

The newsletter is one of the tools described in the dissemination and communication plan. The purpose of this delivery is to explain the sixth version of the newsletter as the aim, the format or the content.

It is designed with the web tool named “*MailChimp*” that is an easy way to create, send and view statistics of newsletters.

The main targets of the newsletter are the iCity Project members, iCity network and iCity partners. The purpose is to keep them updated of the project and make them feel that the project is alive and going forward.

Thanks to “*MailChimp*” we can manage the subscribers easily. Each new subscriber is notified by mail. The ways they can subscribe are three:

- When some friend forwarded the newsletter and they subscribe manually.
- By filling the iCity website form ‘*Subscribe to Stay Up-to-date*’.
- When someone join iCity Project as a SIG (IT partners or iCity network).

It is important to define here the different subcategories that comprise each category:

- iCity members: consortium and collaborators.
- IT partners: IT SIG’s, companies, developers
- iCity networks: SIG’s, piloting group
- Information systems owners and managers
- Dissemination: media, events, IT institutions
- Others: experts, prescribers, etc.

The ideal work plan of the newsletter would be that each partner collaborates on the building content. Before sending the newsletter all the partners had to have checked it and validated it. The following releases of the newsletter are going to be each month in order to keep all the community stay tuned about the project.

About the content, in this sixth newsletter the main news was about ‘*Global Apps, global world*’, what (as we advise in the last deliverable) does not means that in the following deliveries the main news treat the same theme. And in the same way, the content of the rest of the Newsletter sections will vary in each one of them.

It is important to remember that the content of the Newsletters has a direct connection and visibility with the iCity website: www.icityproject.eu

Besides, there is a section on the website with all the newsletters:

<http://www.icityproject.eu/news-categories/newsletters>

1.1 Newsletter no.4

The format of the newsletter was a consensus of all the partners. There is just one layout. The sections are:

- Social networks
- Main news (New Cities engagement)
- Secondary news
 - o *Highlight issue (New Concept of Platform)*
 - o *Internal news (Successful 2nd iCity Project annual Review)*
 - o *The latest (New categories Information System proposal)*
- iCity activities & Upcoming Events

1.1.1. Social networks

This section is common in all the releases, because it links directly to the main social networks of the project. It is a good opportunity for promoting the project's profiles on different social networks as *Twitter* and *Facebook*. Also, there is a link for forwarding the newsletter to a friend.

1.1.2. Main news

This is the main section of the newsletter. The article of this area is the most important thing that the project wants to share with all the people who are interested in. In this sixth release of the newsletter, the main information that the project wanted to spread was, as we already said, about '*Global Apps, global world*', in order to inform the main target about what iCity Project is, and what is useful for. Also speaks about the advantages of developing under API iCity instead of developing under the API Information System. Or where people can find and download the different apps linked to the **iCity Platform**.

1.1.3. Secondary news

This section is always formed for 4 different general news. Each one of them talks about some different aspects of the project. In this newsletter we can classify them in three types/themes:

- **First secondary news** (*Type: Highlight issue*)

"Spaguetti Opendata"

This news focuses attention in iCity Project. It talks about how iCity Project was present at the Spaguetti Opendata Community meeting, one of the most important events related to the iCity engagement strategy in the Italian city.

- **Second secondary news** (*Type: Internal news*)

"The future of iCity Project"

This news talks about the iCity Project Consortium Meeting that was held in Genova last June 19th and 20th. It explains the schedule of the event and the good results of the meeting, because iCity Project will continue beyond September of 2015.

- **Third secondary news** (*Type: The latest*)

“Genova Smart Week & iCity”

Here we find information about the Genova Smart Week, a five days event that took place from 16th to 20th of June (2014). It was a week of conferences linked with the ‘smart city’ concept where iCity Project was presented in several spaces. This news includes a video about the TRANSFORMation dialogue, the biggest meeting in the Smart Week, and where iCity Project was also presented.

1.1.4 iCity activities & Upcoming events

The attendance to important activities and events is mandatory for communication and dissemination of the project, that’s why here you can find information about the last activities and events iCity is present:

- *Smart City Expo World Congress 2014. 16th - 20th November in Barcelona*
- *ENOLL 5th Summer School 2014. 2nd - 5th September in Amsterdam*
- *2nd European Conference on the Future Internet. 17th - 18th September in Munich*

In this little area of the newsletter, its purpose to inform about the recent activities and upcoming events, directly or indirectly related with the project.

1.2 Screenshots

This is the layout of the newsletter. On the top there is a logo which redirects to the iCityProject website. Just below there is the main news and on the left side the social networks section. Just below this section there is the first secondary news, where it informs about the iCity Platform.



Spaghetti Opendata

iCity Project was present at the [Spaghetti Opendata Community](#) meeting, held on 28th March in Bologna with a workshop. It has been one of the most important events related to the iCity engagement strategy in the Italian city.

[Read more >>](#)

Global Apps, global world



Imagine a unique tourism mobile app, for example, that can be used at the same time in Genova, Barcelona and Bologna, with a sole front interface for all the cities. Imagine that this app could be technically available for Information Systems owners (cities and companies) that are connected with **iCity Platform**. This is a step forward in homogenising the data provided by cities stakeholders and public administration and **iCity Project** turns this challenge into reality.

[Read More>>](#)

This part is the bottom of the newsletter, there are 3 areas clearly separated from each other. Each section has its own representative picture. All section it is summarized, if the reader wants more information can find it just clicking “*Read more>>*”.



The future of iCity Project

On 19th and 20th of June was held in Genova the 6th iCity Project Consortium Meeting. During the first day it took place the TMT meeting (Technical Management Team meeting). During the second day, the focus of the PMC meeting (Project Management Committee meeting) turned to the strategy and project continuity.
[Read More>>](#)



Genova Smart Week & iCity

From 16th to 20th of June 2014, Genova (Italy) hosted the [Genova Smart Week](#). During this event more than 15 European Projects were presented, as well as the [Fedarene annual assembly](#) (European Federation of Agencies and Regions for Energy and the Environment) and the forum of [ITU](#) (International Communication Union) on the subject "The city we want: smart and sustainable".
[Read more and view the video>>](#)



iCity Activities

Smart City Expo World Congress 2014. 18th - 20th November in Barcelona.

[Read more>>](#)

Upcoming Events

ENOLL 5th Summer School 2014. 2nd - 5th September in Amsterdam.

[Read more>>](#)

2nd European Conference on the Future Internet. 17th - 18th September in Munich.

[Read more>>](#)

This is the footer of the newsletter; this section should not change in future releases. There is a small reminder of our social networks. Also as usual, there are the options of subscribe if the newsletter is forwarded or unsubscribe if the reader is not interested anymore.

[follow on Twitter](#) | [Like on Facebook](#) | [forward to a friend](#)

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MailChimp

[unsubscribe from this list](#) | [update subscription preferences](#)

1.3 Indicators

Newsletter Sending Date: 31.08.14

Sending Revision: 07.08.14

- **Total shipments:** 245 (including bounce emails, 'alta' contacts, and July new newsletter submissions)
- **Satisfactory deliveries of mails with Newsletter:** 236 (96.32%)
- **Open Rate:** 44.75% (109.61) (percentage of successfully delivered emails that have been opened by the subscribers)
- **Total Unique Openings:** 101 (41.22%) (percentage of recipients registered in an open process that also clicked on a link in our campaign)
- **Total Openings:** 181 (73.87%) (Total times the content of the newsletter has been viewed, regardless of whether it has the same person or not. In this case, the 'unique 86 openings', have seen the newsletter contents 166 times).
- **Didn't open:** 161 (65.71%)
- **Click Rate:** 7.8% (percentage of satisfactory delivered emails that have recorded at least one click)
- **Clicked:** 17
- **Total Clicks:** 46 (total number of times the available Newsletter links has been clicked)
- **Subscribers with most opens (of the Newsletter):**

Subscribers with most opens

massimiliano.bonacci@citymessage.it	10
alan@cymro.co.uk	7
info@wtelecom.es	6
jimartinezrequejo@iesesteveterradas.cat	5
arquitecto@miguelpeiro.es	5
View more	

Subscribers with most opens

0	laia.sanjuan_ext@abertistelecom.com	2
0	jnegreira@techforce.eu	2
0	gzanoni@comune.genova.it	1
0	spiana@comune.genova.it	1
0	eaibar@uoc.edu	1

- **Top links clicked:**

Top links clicked

http://www.icityproject.eu/content/global-apps-global-world	13
http://www.icityproject.eu/content/icity-project-will-continue-beyond-september-2015	9
http://www.spaghetiopendata.org/content/peer-pa-un-workshop-un-movimento-supporto-degli-open-data#.U8...	6
http://www.icityproject.eu/content/smart-city-expo-world-congress-2014	4
http://www.icityproject.eu/content/icity-project-spread-its-word-bolognese-spaghetti-opendata-meeting	4
View more	

- **Number of new Newsletter subscribers through the website: 11**
- **Number of unsubscribes to the Newsletter: 1**
- **Number of *Mailchimp* complains: 0**
- **Bounced emails:**
 - **Total Bounced emails: 26 (10.61% of 245 delivers)**
 - **Hard*:** 17
 - **Soft**:** 9

**Hard Bounce*: when an email can't be delivered in a permanent way.

***Soft Bounce*: when an email can't be temporally delivered.